Brand guidelines

A practical identity for people who learn, build and innovate.



Clean laptop. Compact iA. One AI sparkle.

Production edition 2.0 / 29 October 2026

Practical, clear, forward-looking.

InnovateWithAjay connects technology learning, mentorship and implementation. This kit keeps that promise visually simple.

01

Learn

Make complex ideas understandable. Prefer useful examples over vague claims.

02

Build

Show real work, useful skills and a clear path from a problem to a solution.

03

Innovate

Use AI thoughtfully. Emphasize exploration, improvement and practical action.

One mark. Two background treatments.

Choose the supplied light or dark variant. Do not recolor individual logo parts.





Wordmark: innovatewithAjay / In prose: InnovateWithAjay

Technology, without visual clutter.

Keep the symbol intact. Every part has a job; no extra decoration is needed.



A clean laptop outline

Computer science and digital work, without keyboards, wires or floating pixels.

A compact iA monogram

The i and A stay close. Never move them independently or widen their internal gap.

One four-point sparkle

A single AI/innovation accent. Keep the small orange inset inside the A.

A complete, responsive logo family.

Use the simplest version that remains identifiable at the required size.



HORIZONTAL



STACKED



WORDMARK



LAPTOP ICON



MICRO MONOGRAM



SPARKLE ACCENT

Give the logo room to breathe.

Clear space is measured from the visible artwork, not from the image canvas.



X = the width of the sparkle

Keep at least 0.5X of clear space on every side of the visible logo. More space is encouraged in banners and presentations.

Do not place body text, photos, crop edges or partner logos inside this area.

Simplify as the space gets smaller.

The small icon removes the laptop frame. The full logo is not a favicon.



16 px 32 px 48 px 64 px 128 px

Samples enlarged for inspection.

Website header

Use the horizontal no-tagline logo. If the tagline becomes hard to read, remove it rather than squeezing it.

Profile avatar

Use an avatar PNG with a solid background. Keep the complete laptop icon inside the circle crop.

Always inspect at the final display size. For print, ask for a physical proof; material and print method affect small-detail clarity.

Solid colors. No gradients.

Orange provides emphasis. Black and white carry most of the layout.



Orange

#FF6A00

RGB 255 / 106 / 0



Ink

#0B0B0B

RGB 11 / 11 / 11



Charcoal

#2E2E2E

RGB 46 / 46 / 46

Surface

#F4F4F4

RGB 244 / 244 / 244

White

#FFFFFF

RGB 255 / 255 / 255

Screen values are sRGB. Have the printer choose the correct CMYK conversion for the actual stock and print process.

Contrast is part of the brand.

Use readable color combinations for body copy, buttons and captions. [S5]

Read me.	Read me.	Read me.
19.68:1	6.85:1	2.87:1
Preferred for body copy	**Preferred for orange buttons**	**Avoid for normal-size copy**

WCAG AA uses 4.5:1 for normal text and 3:1 for large text. Logos have an exception, but supporting copy does not. Use dark text on orange CTAs. [S5]

Inter: precise and approachable.

The production kit uses Inter. Logo delivery files are outlined and do not need fonts. [S6]

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Headlines / 700

Subheadings / 600

Body copy / 400

Use 1.4–1.6 line spacing for body text and a clear heading hierarchy. Avoid excessive tracking in long paragraphs.

Install Inter separately before editing live-text SVGs or Office templates. Font binaries are not included.

Keep the identity quiet and consistent.

Avoid edits that make the logo look heavier or busier than the approved master.

Do not distort

No stretching, squashing, tilting or independent scaling of the laptop, i, A or sparkle.

Do not decorate

No floating pixels, brackets, extra stars, bulbs, orbit lines, glows, gradients or shadows.

Do not rebuild the wordmark

Use the supplied artwork. Do not typeset a replacement with a similar-looking font.

Do not crowd the mark

Keep background textures, partner logos and small text out of the clear-space area.

Banners designed for real crops.

Use the supplied exports, then review the platform preview before publishing.



YouTube safe-area guide — do not upload this overlay.

YouTube: 2560 × 1440 px. Keep critical content in the centered safe area. [S1]

LinkedIn personal: 1584 × 396 px. [S2]

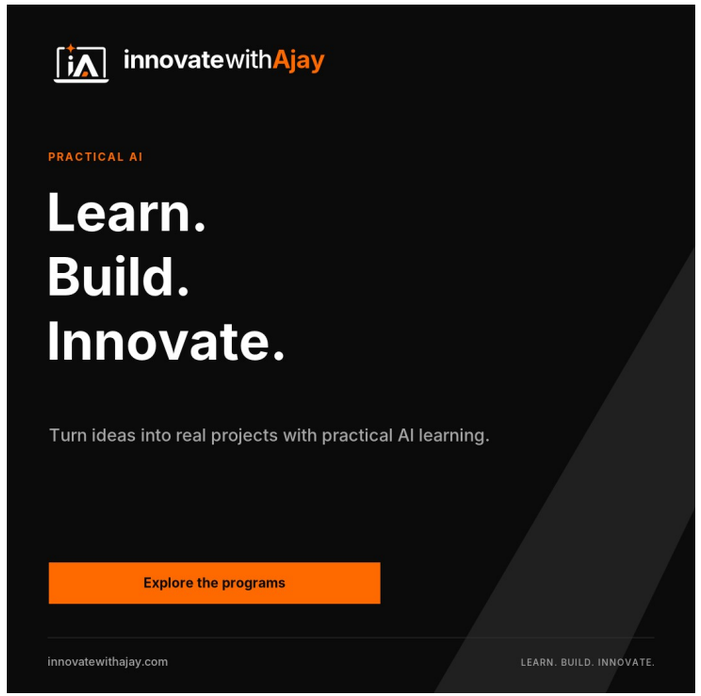
LinkedIn Page: 1512 × 256 px. [S3]

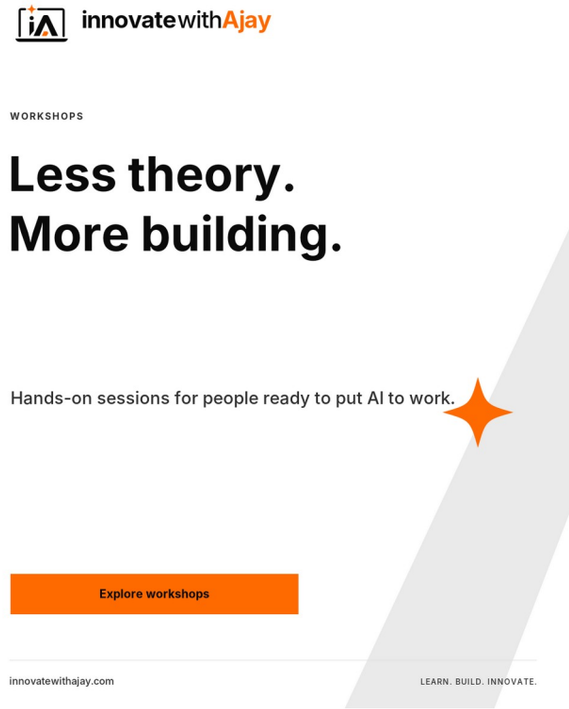
X header: 1500 × 500 px. [S4]

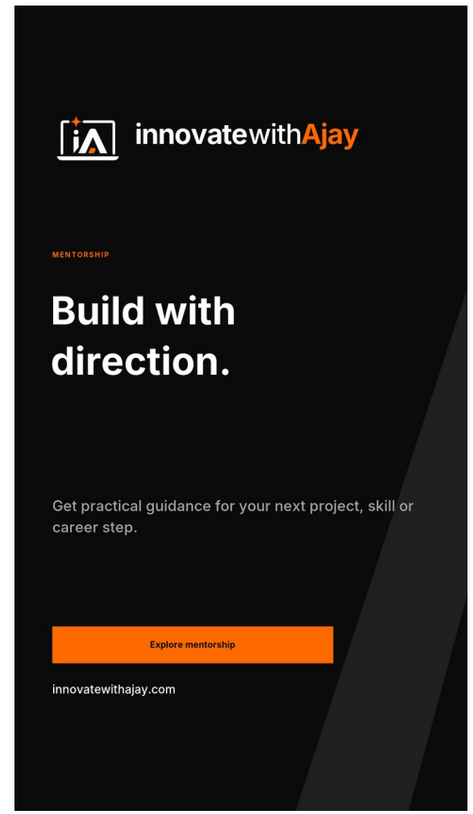
Facebook and other exports are adaptable working canvases. Device layouts and platform crops can change.

One message. One useful next step.

A consistent hierarchy for posts, stories and announcements.





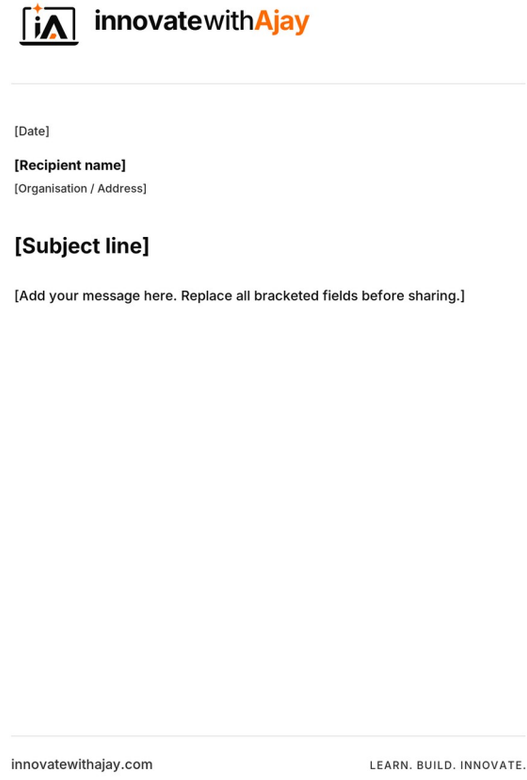


Replace all [placeholder] copy. Keep important text away from app controls. Never publish invented testimonials or outcomes.

Professional at every touchpoint.

Use the same logo, typography and contact details across stationery.



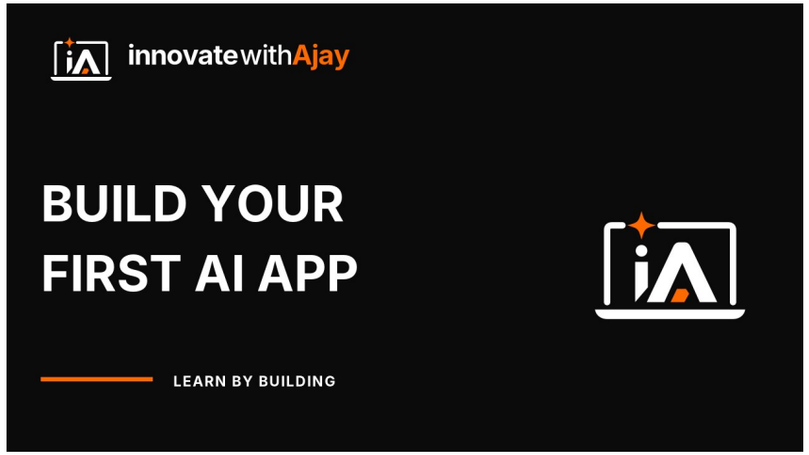


Business card front/back, A4 letterhead, envelope, invoice layout, ID card and thank-you card are included.

Marketing without unsupported claims.

Lead with a practical outcome and a specific, honest invitation.





Do not publish certificates as accreditation. Finalize the recipient, event, date, criteria and authorized signature first.

Ready-to-adapt assets

Flyers and posters

Four-page brochure

Workshop announcements

Display ad sizes

Certificates

Presentation templates

Web, app and email essentials.

Choose the correct file; keep the underlying brand system unchanged.

innovatewithAjay

Website header: outlined SVG

Favicon: supplied ICO / SVG / PNG

Sharing: Open Graph card

Design system: CSS and JSON tokens

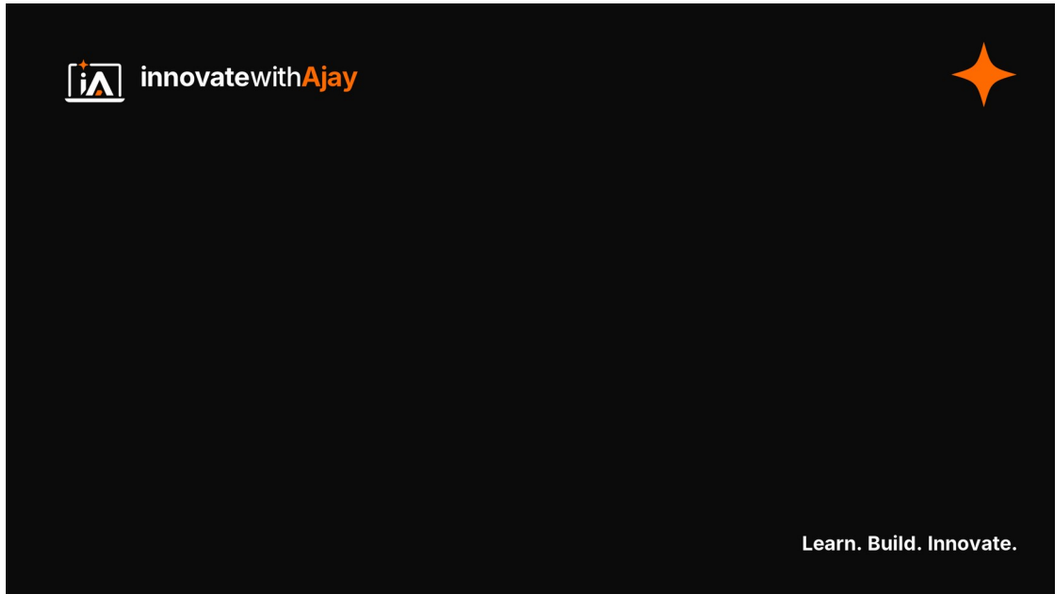
Email: HTML signature and newsletter

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Scan-test after resizing or printing. Use a white quiet zone; do not recolor the QR into a low-contrast accent.

From a screen to a physical space.

Production artwork is supplied; each manufacturer still needs a final proof.



Video: lower third, watermark, virtual background and end screen.







Merchandise, rollup, backdrop and signage are flat artwork—not embroidery, cut paths or vendor dielines. Confirm placement, dimensions and materials.

A voice people can trust.

Clear, practical, encouraging. Expertise without exaggeration.

Say what people will do

“Build a useful AI workflow.”

“Bring your project and define the next step.”

Make the next action clear

Explore programs.

Discuss your project.

Start a conversation.

Avoid guarantees and invented proof.

No “100% results”, fabricated learner counts, fake client logos, assumed accreditation or unapproved testimonials. Use verified, permission-based evidence.

A kit that is easy to hand off.

Start with START_HERE.html. Use the asset manifest to find the exact file.

SVG	Scalable logos, editable artwork and source masters.
PNG / ICO	Transparent logo exports, social posts and app icons.
PDF	Guidelines, brochures, print layouts and certificates.
PPTX / DOCX	Editable presentations, social slides and documents.
HTML / CSS / JSON	Email, web components and brand design tokens.

Print gate: verify trim, bleed, color profile and supplier dielines. PDFs are RGB layouts, not certified PDF/X files. Use vector files for large-format print.

Sources, scope and release notes.

This package supersedes the earlier arrow-only and pixel-heavy versions.

S1 / YouTube	support.google.com/youtube/answer/10456525
S2 / LinkedIn profile	linkedin.com/help/linkedin/answer/a568217
S3 / LinkedIn Page	linkedin.com/help/linkedin/answer/a563309
S4 / X header	help.x.com/en/managing-your-account/how-to-customize-your-profile
S5 / Contrast	w3.org/WAI/WCAG22/Understanding/contrast-minimum.html
S6 / Inter	rsms.me/inter/

Reference pages checked 29 October 2026. Other canvas sizes are editable production presets; always inspect the final platform upload.

The artwork is a consistent vector reconstruction of the approved visual direction. Fonts are not bundled. Native AI, PSD, FIG and Canva project files are not included. Trademark clearance and exclusivity have not been independently established.